

# MARLBORO AUTO RACING 1996 MEDIA PLANNING BRIEF

## ADVERTISING OBJECTIVES

### *Overall*

- To leverage Marlboro's equity in IndyCar racing and to enhance our leadership position in the sport.
- To increase the awareness, interest and involvement of sports enthusiasts and auto racing fans in IndyCar racing.

### *Print*

- To showcase Marlboro's leadership in IndyCar racing in publications that reach Marlboro Smokers (both Auto Racing and Sports enthusiasts) and Racing Buffs.
- To continue to achieve superior positioning (for both on page and impact units) to reinforce/emphasize Marlboro's leadership position in IndyCar racing.
- To heighten awareness of Marlboro title races and to generate ticket sales (in ROP advertising only).

### *OOH*

- To heighten awareness of Marlboro's involvement in IndyCar racing in both title and non-title race markets.
- To provide critical information on each race (i.e., event title, date & location).

## BUDGET

- *Total working media budget is TBD.*
- Budget supports:
  - General Market Consumer Magazines and OOH.
  - Events/Auto Buff Magazines, Local ROP, and Supplementary/Special Issues (Pre-Weekend Indy 500 Preview in USA Today---booked directly by PM).

## AUDIENCE

- The audience is comprised of MS 21-34 with interests in:
  - Auto Racing.
  - Cars, Trucks, and Motorcycles.
  - General Sports.
- Note should an effort be planned against the Hispanic market, funds will be sourced from the Hispanic budget.

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## GEOGRAPHY

- National with the following regional considerations:

Print: Local ROP for title races: Marlboro Miami Grand Prix and Marlboro 500.  
Local Magazines for Marlboro Miami Grand Prix only.

OOH: The race markets are grouped into two tiers based on importance of the races to Marlboro (see attached listing).

All OOH will be posted within and surrounding the race market with the exception of the Toronto and Vancouver races. OOH for these races should be posted in Buffalo and Seattle, respectively.

## COMMUNICATION OBJECTIVES

### *Print*

- Average 4-week R/F goals against MS21-34 should be benchmarked against actual delivery in 1995.
- This R/F goal is racing specific, however, it does not include Auto Buff titles, ROP, and OOH.

### *OOH*

- R/F's are grouped according to tier giving greater weight to the Tier I markets:

	<u>Reach</u>		<u>Frequency</u>
	<u>Min</u>	<u>Max</u>	
Tier I	80	90	15+
Tier II	75	85	15+

## SCHEDULING

### *Print*

- Activity should be scheduled from January-December with concentration during the racing season, March-September. Consideration should also be given to the month of February in support of training in Homestead, Fl. and October/December in order to cover season wrap-up's.
- Months for Racing Image activity are: May, June, July, August, September, October, and December. Activity should be planned in conjunction with Mainline advertising.
- Support of select auto racing sections in Sports Illustrated should be considered.
- Pre-Weekend Indy 500 Preview in USA Today (already booked and part of Marlboro's total budget-\$398.0M).
- Announcement of Marlboro 500 in Mid-Western edition of USA Today.
- Congratulatory ad to run in Sports Illustrated if we win Indy 500; note a contingency plan needs to be considered should Marlboro not qualify for Indy 500.

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## *OOH*

- OOH activity should be posted four weeks in advance of the race.

## **CREATIVE UNITS**

### *Print*

Mix includes:

- Magazines: 4-color spreads and pages.  
Spread/page ratio is 60%/40%, respectively.
- ROP: Marlboro Grand Prix of Miami -- 4-color spread for Florida edition of USA Today & 4-color page for local ROP.

Indy 500 -- B&W page and 4-color spread for Pre-Weekend Indy 500 Preview in USA Today (offer page to ACCESS or Government Affairs); already booked--\$398.0M.

Marlboro 500 -- 4-color page for Michigan edition of USA Today & 4-color page for local ROP.

Note, 2-color creative to be used where 4-color is not available for all ROP efforts.

## **MEDIA SELECTION**

### *Print--Racing Image*

- General Market Consumer Publications.

### *OOH--Racing Image*

Bulletins and 30-Sheet will be used in support of all races.

### *Print--Events*

- Auto Buff Publications.
- USA Today.
- Local/Regional ROP for title races: Marlboro Grand Prix of Miami and Marlboro 500.
- Local Magazines for Marlboro Grand Prix of Miami.
- Sports Illustrated--Indy 500 Congratulatory Ad.
- Supplementary/Special Issues--Pre-Weekend Indy 500 Preview in USA Today.

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## 1996 Marlboro Auto Racing Schedule

### Tier I

#### Market

Brooklyn, MI  
Indianapolis, IN  
Long Beach, CA  
Miami, FL  
Monterey, CA  
Nazareth, PA

#### Race

Marlboro 500  
Indy 500  
Toyota Grand Prix  
Marlboro Grand Prix of Miami  
Toyota Monterey Grand Prix  
Bosch Spark Plug Grand Prix

### Tier II

#### Market

Detroit, MI  
Elkhart Lake, WI  
Lexington, OH  
Toronto (Buffalo)  
Vancouver (Seattle)  
West Allis, WI  
Portland, OR

#### Race

ITT Auto Detroit Grand Prix  
Texas/Havoline 200  
Miller Genuine Draft 200  
Toronto Molson Grand Prix  
Vancouver Molson Grand Prix  
Miller Genuine Draft 200  
Budweiser/GI Joe's 200

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